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Mobile Applications and App Stores: Market Analysis and Forecasts 2013 - 2018

The mobile industry is in a significant transition stage in which major handset manufacturers, wireless operators, leading enterprises and some independents are all enabling developers to create new applications that are placed in an online stores. With this transition comes new infrastructure, processes and procedures for customers, and in the case of enterprise, employees and customers, to easily find and benefit from mobile applications that seamless integrate into the handset including automated billing and OSS functions.

Mobile Application Stores

strategy and deployment

Mobile Applications and App Stores Market

This research evaluates mobile application stores trends including the transition to improved enterprise support. The report includes comparative analysis, SWOT analysis, and analysis of support

functions (development, testing, etc.). The report evaluates business opportunities including anticipated future prospects of app store development and support for enterprise applications.

The reports includes forecasts for Global Mobile Application Revenue 2013 - 2018 segmented by Business Model and App Store Provider

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Report Benefits:

- Global application forecasts 2013 - 2018

- Comparative SWOT analysis of developer programs
- Identify opportunities to expand apps to enterprise
- Understand the landscape including players and positioning
- Understand Integrated Mobile Management (IMM) for enterprise
- Recognize key industry trends shaping the future of apps on different OS
- Identify the direction and anticipated future of apps and applications stores
- Understand the unique challenges and opportunities for enterprise application stores

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Target Audience:

- **Enterprise companies:** Understand challenges and opportunities for app management
- **Potential application store providers**: Comparative analysis and market review including enterprise
- **Retail electronics distributors (business & retail):** Detailed technical comparison & review of the market
- **Mobile software developers:** Provides focus on what platforms offer in terms of growth and opportunities
- **Wireless Carriers:** Comprehensive review of the mobile application stores, development tools and support programs

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- **Handset manufacturers:** Comprehensive review of the Mobile Application Stores, development tools and support programs

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